

DETAILED ACTION

Reissue Applications

1. Applicant's amendment and arguments, filed June 26, 2009, with respect to claims 104 – 110 and 111 – 130 have been fully considered and are persuasive. The objection and rejection of previous Office action has been withdrawn.

EXAMINER'S AMENDMENT

2. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Robert E. Rosenthal, Attorney for the Applicant, Reg. No. 33,450 on 14 September 2009 to cancel claims 111 – 130.

The application has been amended as follows:

In the claim:

Please cancel claims 111 – 130.

Allowable Subject Matter

3. Claims 104 – 110 are allowed.

The following is an examiner's statement of reasons for allowance:

The prior art of records alone or in combination does not teach or fairly suggests the steps as recited in the claim, wherein the step including a set of style data configured to store . . . an interface layer configured to control . . . a program layer configured to define an asset type . . . a template layer configured to define a template . . . a module layer configured to provide weighting factors for said asset, wherein said weighting factors determine a likelihood said asset will be used with said template and a clip layer configured to associate each of said plurality of stored media elements with a tag as recited in claim 104.

The dependent claims, being definite, further limiting, and fully enabled by the specification are also allowed.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Shahid Al Alam whose telephone number is (571) 272-4030. The examiner can normally be reached on Monday-Thursday 8:00 A.M.- 4:00 P.M..

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John E. Breene can be reached on (571) 272-4107. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Shahid Al Alam/
Primary Examiner, Art Unit 2162

September 14, 2009